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NIRI-New York Chapter to Hold IR Leadership Program on May 28 Featuring Former Xerox CEO Anne Mulcahy

NEW YORK--(BUSINESS WIRE)-- The New York Chapter of the National Investor Relations Institute (NIRI-NY) announced today that on Thursday, May 28 the chapter will hold a half-day event on "IR Leadership: Mastering Trust, Integrity & Credibility." The program, which will be hosted by Credit Suisse at its offices at 11 Madison Avenue in New York City, will address how credibility and ethical challenges intersect with the role of the investor relations officer (IRO).

The half-day program will feature an interview with Anne M. Mulcahy, former Xerox CEO, board member of Johnson & Johnson and Target Corporation, and one of America's most respected corporate leaders. Ms. Mulcahy will share personal strategies that guided her through her extraordinary career, including fostering organizational loyalty and achieving outstanding performance with integrity. The discussion will be led by Mary Beth Kissane, Managing Director at Burson-Marsteller and former NIRI-NY Chapter President.

The program will begin with a luncheon featuring Ben Boyd, President, Practices, Sectors & Offerings at Edelman, who will share the results of the 2015 Edelman Trust Barometer, which is the firm's 15th annual trust and credibility survey. Mr. Boyd will explore how the survey's findings can impact a company's business and the IRO role. An afternoon workshop focusing on how IRO's deal with ethical dilemmas will be led by Thomas Donaldson, Professor of Legal Studies and Business Ethics at the Wharton School of Business. The program will conclude with the interview with Ms. Mulcahy, followed by a networking reception.

Patrick Tracey, President of NIRI-NY and Senior Vice President, Business Development at Computershare, said, "The NIRI-NY chapter is honored to have Anne Mulcahy as a headliner at our program, and we look forward to her insights on how to maintain trust, integrity and credibility in the investor relations role. We also want to thank Ben Boyd of Edelman, Thomas Donaldson of the Wharton School and Mary Beth Kissane of Burson-Marsteller for their participation in this exciting event. NIRI-NY is committed to providing our members with insightful, value-added programs like this event to help develop skills and knowledge to benefit their careers."

Attendance at the event is open to both NIRI-NY members and non-members. More information and registration details can be found at the NIRI-NY chapter website at www.niriny.org.

ABOUT NIRI-NY

NIRI-NY, the founding chapter of the National Investor Relations Institute (NIRI), is also the largest chapter with approximately 400 members in the tri-state area. Founded in 1969, NIRI is the professional association of corporate officers and investor relations consultants responsible for communication among corporate management, shareholders, securities analysts and other financial community constituents. NIRI is the largest professional investor relations association in the world with more than 3,300 members representing over 1,600 publicly held companies and $9 trillion in stock market capitalization. For more information, visit www.niriny.org and the chapter Twitter feed @niri-ny.

Contacts

Bernie Kilkelly
Managing Director, Darrow Associates
VP-Communications, NIRI-NY Chapter
516-236-7007
bkilkellyir@gmail.com